

**Position:** 2-1-1 Outreach and Disaster Coordinator  
**Hiring Organization:** United Way of Salt Lake  
**Department:** United Way 2-1-1  
**SUPERVISED BY:** 2-1-1 Director

## **ORGANIZATION BACKGROUND AND EVOLUTION**

**For over 100 years**, United Way of Salt Lake has served and strengthened the greater Salt Lake community. Established in 1904 as the Salt Lake Charity Association, its original mission was to help the poor, discourage panhandling, and coordinate the multiple programs serving the needy. During the past century, United Way of Salt Lake has changed as the community has changed.

**Today**, United Way of Salt Lake serves individuals and families in Davis, Salt Lake, Summit and Tooele counties. This four-county area represents approximately 1.4 million people or about 52% of Utah's population. United Way of Salt Lake also houses United Way 2-1-1, a statewide health and human service information phone line, which connects individuals and families to important resources and volunteer opportunities. United Way of Salt Lake is working collaboratively in new and innovative ways to change lives and build stronger communities. By bringing the right partners together to set goals, share data, track results, and align programs, United Way will not just help one child beat the odds, but change the odds for entire communities.

**To change the odds**, we focus on advancing the education, income stability, and health of our neighborhoods and communities. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create self-reliance by ensuring that every child succeeds, every step of the way, from cradle to career.

United Way of Salt Lake's promise is to create opportunities so that all children and families, regardless of their circumstances, have the same chances to succeed in school and life. The long-term effects benefit all of us.

## **WORK ENVIRONMENT**

UWSL's work environment is fast-paced, friendly, committed, nonpartisan, and ever-changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of management are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. The internal focus continues to be on high level results – communicating, aligning and integrating around the organizational goals.

## **POSITION OVERVIEW**

This position is responsible for the development and implementation of a statewide 2-1-1 outreach strategy. Activities include providing presentations, trainings and the development of content for outreach materials. The Outreach and Disaster Coordinator will work collaboratively with the 2-1-1 programs housed at United Way of Salt Lake and United Way of Utah County to implement goals surrounding a 2-1-1 state system. In addition to outreach duties, a specialized component of this position relates 2-1-1's role in disaster management and communication in event of a disaster. This is a new position, and will require a person that is adaptive and open to building out new areas of the program. Much time will be spent working face-to-face with community organizations. A flexible schedule is required, along with regular travel throughout the state. The position requires passion about strengthening communities, developing relationships, and expanding the capacity of the 2-1-1 program statewide.

## **RESPONSIBILITIES**

- Create and implement annual statewide outreach plan with 2-1-1 Director
- Oversee development of outreach materials with 2-1-1 Director
- Work with 2-1-1 management and United Way of Salt Lake marketing team to develop training and presentation materials for various audiences
- Create and sustain meaningful relationships with collaborative partners and cultivate new partnerships

- Write and revise content for website and social media channels
- Develop and implement evaluation tools to track large and small scale outreach efforts across the state
- Submit monthly reports charting progress of outreach efforts; provide additional reporting as requested
- Coordinate participation of fairs and community events, best utilizing volunteers and other resources as needed
- Schedule and conduct regular trainings and presentations about 2-1-1 general and disaster services with state and community-based organizations
- Oversee design of training materials and coordinate trainings for volunteers used in various levels of disaster with United Way volunteer management team
- Participate in regular disaster exercises
- Act as a secondary communicator for 2-1-1 in event of a disaster
- Attend relevant community meetings; participate in relevant councils, roundtables, and committees
- Other duties as assigned

### **REQUIRED QUALIFICATIONS**

- Bachelor's degree in marketing, communication, business or human services field OR equivalent directly related experience
- 2+ years working with community partners and/or outreach/marketing activities
- Ability to work in a professional manner with a wide variety of personalities and backgrounds
- Strong written and oral communication skills
- Ability to plan, manage, delegate, and follow-through on multiple projects
- Willing to travel as needed
- Computer experience with Word, Excel, and database programs
- Excellent interpersonal and problem solving skills
- High standards of professional ethics and conduct

### **PREFERRED QUALIFICATIONS**

- Experience working with social media and marketing strategies
- Understanding of the functions of health and human services agencies statewide
- Knowledgeable about database functions
- Experience training and/or working with volunteers

### **PHYSICAL REQUIREMENTS**

The work is sedentary. Typically the employee may sit comfortably to do the work. There may be some walking; standing; bending; carrying of items such as papers, books, small parts; driving an automobile, etc. No special physical demands are required to perform the work.

### **SALARY**

\$36,000 - \$40,000 Annual

### **TO APPLY**

Interested applicants should submit a cover letter, resume, and employment application. Employment applications can be found at <http://www.uw.org/about-us/careers/>.